interest in the product;

determining from the customer profile information a customer type of the particular customer;

retrieving, from the plurality of customer type elements, a customer type element corresponding to the customer type of the particular customer;

retrieving a selling entity element from the plurality of selling entity elements; and

integrating the selected customer type element and the selected selling entity element into an integrated presentation output customized for the particular customer based on the customer solution.

IN THE SPECIFICATION

Please amend the specification as follows:

On page 5, at the end of the Brief Description of the Drawings Section, please add the following text:

-- Fig. 18 a-o illustrate an example proposal from USA TODAY to UNIGLOBE TRAVEL according to one embodiment of the present invention.

Fig. 19 a-p illustrate an example proposal from CLEAR WITH COMPUTERS, INC. to MERCHANT & GOULD according to another embodiment of the present invention.

Fig. 20 a-n illustrate an example proposal from USA TODAY to UNIGLOBE TRAVEL according to yet another embodiment of the present invention. --

On page 7, line 12, please replace "appendixes A and B" with -- Figs. 18 and 19 --.

On page 8, line 2, please replace "No. _____" with -- No. 08/744,169 --.

On page 13, line 24, please replace "appendixes A and B" with -- Figs. 18 and 19 --.

On page 13, line 24, please replace "Appendix A" with -- Figs. 18a-o --.

On page 14, line 4, please replace "Appendix A" with -- Fig. 18 --.

On page 14, line 22, please replace "Appendix B illustrates" with -- Figs. 19a-p illustrate --.

On page 20, line 27, please replace "page 1 of Appendix A" with -- Fig. 18a --.